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2001-05-07

5 ABSTRACT:

The invention relates to a distributed computer system for the establishment of a marketplace for branded promotional values issued by at least two businesses and being awarded to at least two consumers. The invention 10 also relates to a method for the establishment of a marketplace of branded promotional values issued by at least two businesses and being awarded to at least two consumers. Also, the invention relates to a method for facilitating and improving marketing and promotional 15 activities through the establishment of a marketplace for branded promotional values issued by at least two businesses and being awarded to at least two consumers. By means of the invention, businesses are allow to interact with mobile consumers via wireless interactive marketing services. In this manner, consumers are allowed to 20 earn, spend and trade so-called M-points, which are associated with a corresponding issuing business, and attributed by a point value determined by the corresponding issuing business. The invention allows for the interchangeability of points issued by different 25 merchants, which in turn allows automatic co-/cross-marketing between different businesses.